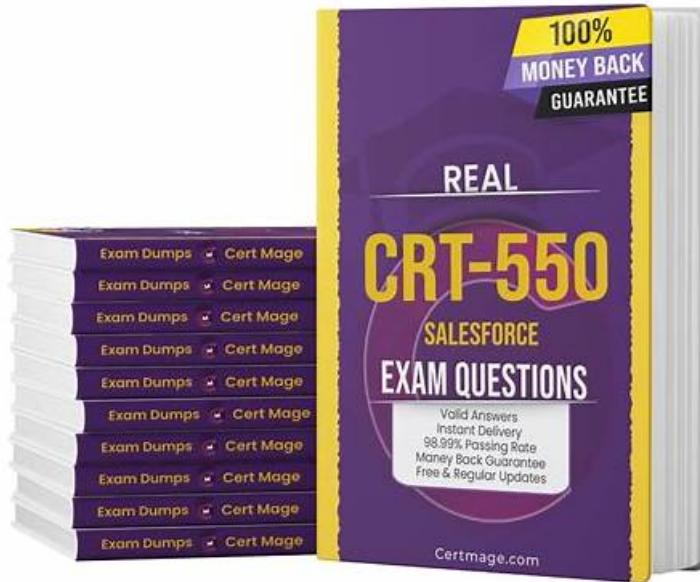


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## Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q146-Q151):

#### NEW QUESTION # 146

Northern Trail Outfitters wants to control what content is available to certain users and business units. They also want to control what is allowed to be edited and ensure those edited are reviewed prior to being changed.

What should be implemented to achieve these goals?

- A. Build out an internal business governance and process to support this.
- **B. Edit the Content Permissions and Restrictions by Role setting for each user.**
- C. Integrate an outside CMS with all these permissions built in.
- D. Set up Approval Workflow and Share setting inside Marketing Cloud.

**Answer: B**

#### NEW QUESTION # 147

Northern Trail Outfitters is having their regional supplier conference and wants to allow attendees to request event-specific safety notifications, schedule or room changes, and surprise pop-up sessions.

Which solution should they use?

- A. CloudPages opt in to Event Journey
- B. Smart Capture and Triggered email messaging
- **C. Keyword opt in and SMS Messaging**
- D. Existing Email Event Notification Subscription

**Answer: C**

#### NEW QUESTION # 148

A customer wants to configure appointment reminders for patients in their clinic. The reminder should be sent day before the appointment date at 10 a.m and the appointment record should be updated in the patient was sent a reminder email.

What solution could be recommended?

- A. Create a journey with CRM data source triggered on the reminder data and use Journey Builder activities to send a reminder and update the record in Synchronized Data Extension.
- B. Create a daily scheduled automation to refresh the audience, and use Automation Studio activities to send a reminder with AMPscript in the message to update the record in Synchronized Data Extension.
- **C. Create a daily scheduled automation to refresh the audience, and use Data Extension entry source for a journey with activates a reminder and updates the record in CRM.**
- D. Create a journey with CRM date based entry source, and use journey Builder activates to send a reminder and update the record in CRM.

**Answer: C**

#### NEW QUESTION # 149

Northern Trail Outfitters want a simple segmentation strategy for identifying subscribers for their emails.

What solution should they use?

- **A. List model and Groups in Single Send Journeys.**
- B. Relational data extensions with primary keys to match subscribers with their data
- C. Attribute group in Contact Builder for segmentation.
- D. Data Extension Entry Source in journey Builder with a filter

**Answer: A**

Explanation:

Explanation

To use a simple segmentation strategy for identifying subscribers for their emails, Northern Trail Outfitters should use list model and groups in Single Send Journeys. List model is a method of storing subscriber information in lists rather than data extensions. Groups are segments of subscribers based on list attributes or behaviors. Single Send Journeys are journeys that allow marketers to send one-time messages to lists or groups using Journey Builder features. References:

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## NEW QUESTION # 150

Northern Trail Outfitters (NTO) has been storing web behavior to a data extension for several years. They have indicated with several hundred millions of rows there has been an impact on performance. NTO indicates they only need to store data from the previous twelve months which will not exceed eighty million rows.

Which two methods would allow them to utilize a Retention Policy? (Choose 2 answers)

- A. Replace the current data extension with a new data extension configured with a Retention Period.
- B. Clear data from the current data extension completely, then reconfigure a Retention Period via Email Studio.
- C. **Reconfigure the current data extension as-is with a Retention Period via Contact Builder.**
- D. Delete data from the data extension prior to twelve months ago, then configure a Retention Period via Contact Builder.

Answer: C,D

## NEW QUESTION # 151

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